

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
December 18, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Shawn Ingram	My Friend's Place
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
Directors Absent	Thaddeus Smith, Vice President	The Music Box Theater
	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Jeff Cohen	Gatehouse Capital
	Don Jacinto	Hollywood Roosevelt
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Leslie Lambert	CRA/LA - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
Guests	Vladimir Ballesteros	Wells Fargo Bank
	Dwight Guinto	Wells Fargo Bank
	Joanne Rosario	Wells Fargo Bank
	Jeff Loeb	Pantages

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:14 P.M.

II. Public Comment

Kerry Morrison introduced to the board Vladimir Ballesteros, Dwight Guinto and Joanne Rosario, representatives from Wells Fargo Bank. Morrison also introduced Brian Barth as the HPOA's new Office Manager, along with Captain Bea Girmala, the new area Captain for the Hollywood LAPD Division.

III. Approval of Minutes

It was moved by John Tronson, seconded by Nathan Korman and CARRIED to approve the minutes from the November 20, 2008 HPOA Board Meeting. [Unanimously approved].

It was moved by John Tronson, seconded by Nathan Korman and CARRIED to approve the proposed amendment to the HPOA's November 15, 2007 Board Meeting minutes. [Unanimously approved].

IV. Treasurer's Report

A. Treasurer's Report:

1. Approve Treasurer's Report for November 30, 2008: Morrison reviewed the November 30, 2008 Financial Report with the board and reported that current delinquencies were around \$47,000. Morrison told the board that remaining BID funds will roll into a "special projects account" in the New Year since the expiring BID cannot roll over funds into the new BID.

It was moved by Tej Sundher, seconded by Shawn Ingram and CARRIED to approve the Treasurer's Report from November 30, 2008. [Unanimously approved].

2. Approve Banking Resolution to Accompany Line of Credit and New Account Application to Wells Fargo Bank: Morrison reported that the HPOA had been approved to apply for a \$250,000 Line of Credit and that a motion would be needed from the board to authorize Michael Gargano to sign the board resolution.

It was moved by Tej Sundher, seconded by Jose Malagon and CARRIED to approve that the HPOA would apply for a Line of Credit from Wells Fargo Bank in an amount not to exceed \$250,000. [Unanimously approved].

3. Review and Approval of Detailed Budget for HPOA 2009: Morrison reviewed some of the key assumptions underlying the 2009 budget, predicated upon projected gross assessment revenues of \$3,381,641. Morrison explained to the board that in meeting with the Finance Committee, the committee had recommended increasing the projected delinquency rate to 5%. In order to accomplish this Morrison had to pull money from the board's budgeted contingency for 2009. She did assure the board that if delinquencies came in lower than expected, the funds would be reinserted into the contingency category. Morrison indicated the

budget was essentially intact, but would require some fine tuning. She is consulting with Duke Gallagher, the Treasurer of the Central Hollywood Coalition on a budget tracking mechanism to maintain a tighter reign on adhering to the percentage allocations by budget category and will bring a fine-tuned revision to the board's January meeting.

It was moved by Shawn Ingram, seconded by John Tronson and CARRIED to approve the Hollywood Entertainment District Business Improvement District's 2009 Budget. [Unanimously approved].

4. Review and Approval of Change order to HPOA-CHC 2009 Management Agreement: Morrison reviewed with the board the proposed Change Order and explained the new services the HPOA would be performing for the Sunset and Vine BID. Morrison did inform the board that with the exit of Don Duckworth, consultant to the CHC, the HPOA would not be assuming the duties of accounting for the CHC, or database updates which would now be handled by Willdan Financial. Morrison also pointed out that the CHC had increased the HPOA's monthly payment to \$12,000 a month. Administrative and payroll costs would be split according to a ratio of 74% Hollywood Entertainment District, 26% Sunset and Vine Business Improvement District.

It was moved by Shawn Ingram, seconded by Jan Martin and CARRIED to approve the HPOA - CHC agreement change order for the 2009 year. [Unanimously approved].

V. Committee/Activity Reports

A. Marketing Committee

1. Update on www.NavigateHollywood.com: Katie Zandona informed the board of the recent Beta site presentation and feedback that the staff had received from some of the sponsors who were in attendance. The HPOA staff is currently working with the site's web designer to implement some of these changes before the site's official launch. Zandona also mentioned that the staff is working with Jeff Briggs and Urban Insight to explore the options of possibly franchising the "Navigate ____" brand. Due to these discussions and some final updates, the staff has decided to push back the official site launch until after the New Year.

2. Fashion Week Update and General Activities Report: Zandona reported that Fashion Week is moving to Hollywood and that event planners are continuing to look at potential venues such as the W Hotel, Social Hollywood, the Roosevelt and many other Hollywood locations to host the event. The recent Los Angeles Business Journal features the names of the Board's new officers and members.

3. Potential New Committee Projects 2009: Starting in the new year Zandona will be staffing an HPOA Marketing Committee which will be appointed by Chris Bonbright. Board members interested in being apart of the committee should email the HPOA staff after the First of the year.

B. Streetscape Committee

1. Report from Joint Hollywood Entertainment District/Sunset and Vine BID Vendor Selection Subcommittee: Jeff Loeb, chair of the Vendor Selection Subcommittee,

described to the board the RFP process which the subcommittee oversaw for the past two months. After a thorough review of each vendor's proposals and conducting interviews with the three finalists, Loeb reported that the subcommittee would like to recommend awarding the BID's maintenance contract to Clean Street for a three year period.

It was moved by Nathan Korman, seconded by John Tronson and CARRIED to allow the HPOA staff to negotiate the terms and approve the new three-year maintenance contract with Clean Street for the Hollywood Entertainment District Business Improvement District. [Unanimously approved].

2. Other Updates: MacPherson informed the board that she had recently attended a meeting regarding the CRA's historic resources survey. She distributed to the board details on the survey and the criteria for buildings to be considered.

MacPherson had also recently attended a meeting with City staff which discussed a possible conversion of the Cosmo Alley into a pedestrian mall. The Council office (CD-13) has proceeded with an engineering study, and will be conducting a meeting with stakeholders from the alley on January 27, 2009.

C. Security Committee:

1. Security Committee Update: John Tronson gave a brief update on the Committee and it's recent activities. Tronson informed the board that at the last meeting a local community member brought forth a complaint against Andrews International. The individual has yet to meet with Andrews to discuss his concerns, however he has spoken with LAPD regarding the situation.

2. Review of New Security Deployment Strategy for 2009 and New BID Territory: Morrison reviewed with the board the change order to the Andrews International contract in regards to the BID territory. Morrison also distributed to the board an Excel chart which described the current hours of BID Security and the proposed changes for the New Year. If the proposed contract was approved, Andrews would begin their new deployment on the January 1, 2009 for an amount not to exceed \$1,545,000 for the 2009 year.

It was moved by Jan Martin, seconded by Aziz Banayan and CARRIED to approve a change order to the Andrews International Security contract for 2009 for an amount not to exceed \$1,545,000. [Unanimously approved].

VI. New Business

A. Review and Approve Proposed Policy Governing Deadline for Submission of Assessment Roll Adjustments: Morrison explained to the board that the HPOA staff has been working with the CHC and the City Clerk's office to determine when would be the last date to submit new square footage (whether added or demolished) to the City so that it could be either assessed or discounted. (This would apply to parcels that underwent changes after the assessment role had been submitted and property tax bills generated). The board expressed that they felt March 1st of every year would be a fair deadline for any changes to be included

prior to that date.

It was moved by Jose Malagon, seconded by John Tronson and CARRIED to approve the final date to submit parcel square footage changes for the assessment roll would be March 1st of every year. [Unanimously approved].

B. Creation of New Committees for 2009: Kerry Morrison asked that all those board members interested in joining a Committee (Marketing, Security or Streetscape) for 2009 to please email their information to the HPOA staff for consideration.

VII. Report from Executive Director

A. Step up on Second Field Trip: The HPOA staff will be hosting a second field trip to Step Up on Second, Friday, December 19, 2008 from 11:30 A.M. - 2:00 P.M. All board members are welcome to attend.

B. Status of Mr. Little Complaint: Morrison informed the board that Mr. Little's request to pass his property's assessment on through rent control was rejected due to an incomplete application. Jeff Briggs has been following up with the City to see what the next steps are. Morrison said she would continue to inform the board on the status of the situation.

VIII. Executive Session

The board went into Executive Session at 5:40 P.M. and resumed session at 6:15 P.M. The minutes for the Executive Session are appended as an email dated 12/19/2008.

IX. Next Meeting

The next meeting was scheduled for Thursday, January 15, 2009 in Suite 200 of the Taft Building (1680 Vine Street, Hollywood, CA. 90028)

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:15 P.M.